
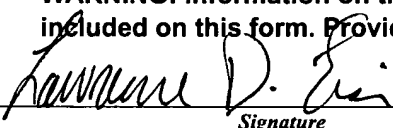


ZMW AS

<b>AMENDMENT TRANSMITTAL LETTER (Small Entity)</b>				<b>Docket No.</b> LET-107									
Applicant(s): Jon W. BROWN, et al.													
Application No. 09/955,750	Filing Date Sept. 18, 2001	Examiner Melur RAMAKRISHNAIAH	Customer No. 28970	Group Art Unit 2643	Confirmation No. 9478								
Invention: METHODS AND SYSTEMS FOR DYNAMICALLY SERVING IN-STREAM ADVERTISEMENTS													
 <b>COMMISSIONER FOR PATENTS:</b>													
Transmitted herewith is an amendment in the above-identified application.													
<input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27													
The fee has been calculated and is transmitted as shown below.													
<b>CLAIMS AS AMENDED</b>													
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE								
TOTAL CLAIMS	16 -	20 =	0	x \$25.00	\$0.00								
INDEP. CLAIMS	3 -	3 =	0	x \$100.00	\$0.00								
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00								
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>					<b>\$0.00</b>								
<input checked="" type="checkbox"/> No additional fee is required for amendment.													
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of _____													
<input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed.													
<input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 50-1390													
<input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16.													
<input type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.													
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.													
<b>WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.</b>													
 _____ Signature			Dated: March 31, 2005										
Lawrence D. Eisen, Reg. No. 41,009 SHAW PITTMAN LLP 1650 Tysons Boulevard McLean, Virginia 22102 (703) 770-7900  LDE/RAR/lrhj			<table border="1" style="width:100%"><tr><td colspan="2">I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on</td></tr><tr><td colspan="2">_____ (Date)</td></tr><tr><td colspan="2">_____ Signature of Person Mailing Correspondence</td></tr><tr><td colspan="2">_____ Typed or Printed Name of Person Mailing Correspondence</td></tr></table>			I certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on		_____ (Date)		_____ Signature of Person Mailing Correspondence		_____ Typed or Printed Name of Person Mailing Correspondence	
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CC:													

LET-107



**RESPONSE UNDER 37 C.F.R. 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP NO.: 2643**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:  JON W. BROWN, ET AL.  Serial No.: 09/955,750  Filed: September 18, 2001  For: METHODS AND SYSTEMS FOR DYNAMICALLY SERVING IN- STREAM ADVERTISEMENTS	Art Unit: 2643  Examiner: Ramakrishnaiah, Melur
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**AMENDMENT AFTER FINAL REJECTION**

Mail Stop: AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on January 5, 2005, please amend the above-identified application as follows:

No extension of time or other fees are believed to be due, except as detailed in the attached documents. However, any extension of time necessary to prevent abandonment is hereby requested, and any fee necessary for consideration of this response is hereby authorized to be charged to Deposit Account Number 50-1390.

**Amendments to the Specification:** None.

**Amendments to the Claims:** reflected in the listing of claims that begins on page 2 of this paper.

**Remarks:** begin on page 9 of this paper.